



Minutes

Thornbury Business Improvement Area

Meeting Date: July 5, 2023
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by: Carrie Fairley, Executive Assistant Committees of Council

A. Call to Order

A.1 Traditional Territory Acknowledgement

We would like to begin our meeting by recognizing the First Nations, Metis, and Inuit Peoples of Canada as traditional stewards of the land. The municipality is located within the boundary of Treaty 18 region of 1818 which is the traditional land of the Anishnaabek, Haudenosaunee, and Wendat-Wyandot-Wyandotte peoples.

A.2 Board of Directors Attendance

Chair Beveridge called the meeting to order at 8:00 am. In attendance were Renee Desrochers, Lesley Fisher, Kelly Gale and Councillor McKinlay.

Town staff present were Director of Community Services Ryan Gibbons.

Regrets were sent by Mark McEwan.

A.3 Approval of Agenda

Moved: Lesley Fisher

Seconded: Councillor McKinlay

THAT the Agenda of July 5, 2023, be approved as circulated, including any additions to the Agenda.

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

The motion is Carried (5 to 0, 1 absent)

A.4 Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* Business Improvement Area Directors must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

None.

A.5 Previous Minutes (June 7, 2023)

Moved: Renee DesRochers

Seconded: Kelly Gale

THAT the Minutes of (June 7, 2023) be approved as circulated, including any revisions to be made.

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

The motion is Carried (5 to 0, 1 absent)

B. Deputations and Public Comment Period

B.1 Deputations, if any

None.

B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: Fifteen (15) minutes is allotted at the Meeting to receive public comments regarding Thornbury Business Improvement Area matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation, or potential litigation matters.

NOTE: Comments received from the public that have not been included on the Agenda will be read at the meeting by the Coordinator.

None.

C. Matters for Discussion

C.1 New Board of Directors Positions – Appointment Process/Discussion

The BIA Board of Directors currently sits at 6 board of directors with a sliding scale permitting 6-9 members as noted in the procedural by-law. The board will proceed with seeking out new members to join the Board. The board directed the BIA Coordinator to send an email out to the membership and network with fellow business owners.

Moved: Councillor McKinlay

Seconded: Lesley Fisher

THAT the BIA Coordinator work with the Chair to put out an email to the membership advising them of the vacant seats on the BIA Board of Directors.

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

The motion is Carried (5 to 0, 1 absent)

C.2 BIA Article for Blue Mountain Review

Chair Beveridge suggested the idea of including an article in the August edition of the Blue Mountain Review to highlight the flowers and banners in Downtown Thornbury and give thanks to all volunteers, Town staff and the BIA membership.

THAT the Thornbury BIA Chair and Coordinator draft an article for the Blue Mountain Review and work with Riverside Press Staff to have an article included in the August edition.

Moved: Renee Desrochers

Seconded: Kelly Gale

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

The motion is Carried (5 to 0, 1 absent)

C.3 BIA Members Survey Discussion

The Board had discussed in a previous meeting the idea of drafting a survey and connecting with the membership to gain some feedback from everyone about what they would like to see more of in coming years. The board would share the survey ahead of drafting the budget for 2024. Board members commented people may be more likely to share ideas during another meet and greet as well as a digital survey. Using Survey Monkey is an option for sending out a digital survey. The Board discussed planning another BIA Meet & Greet in late October 2023 after the Thanksgiving Long Weekend, the Coordinator and Events Sub-Committee

THAT the Thornbury BIA Chair and Coordinator draft a digital survey to be sent to the membership in September, 2023 ahead of a Fall Meeting and Greet at the end of October, 2023

Moved: Councillor McKinlay

Seconded: Lesley Fisher

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

The motion is Carried (5 to 0, 1 absent)

C.4 2023 Sub-Committees

The BIA Board combined the existing Sub-Committees to create a new list of Committee's. The Board Provided Sub-Committee updated with the current structure and will proceed with the new sub-committees following the July 5, 2023 BIA meeting and for future meetings.

Existing Sub-Committees

1. Budget Sub-Committee

None.

2. Digital Sub-Committee

None.

3. Culture and Tourism Sub-Committee

None.

4. Visuals Sub-Committee

None.

5. Beautification Sub-Committee

The sub-committee discussed adding additional décor to the spheres that were purchased last year. Once the sub-committee sees the spheres they will decide how to move forward with additional décor. Director Gibbons will confirm the exact number of spheres that were purchased. The Board will also plan for a date to gather at the storage facility to take inventory of BIA décor and materials. The sub-committee also discussed wrapping garland around the lamp posts on Bruce Street North and South and will be seeking a quote.

5. Lighting Sub-Committee

The board discussed the lighting options the sub-committee received from the Lighthouse Group. Chair Beveridge cautioned that the budget the BIA has for Winter Lighting is an amount of \$150,000 roughly may also include the installation and removal costs of the lighting. Director Gibbons added that some funds were brought in from the BIA reserve funds and from Council and were intended to be used by the BIA within a few years. The BIA Board spent approx. \$50,000 in 2022 for the purchase of lights for the Winter lighting. The sub-committee will follow up with The Lighthouse group to get a more fulsome price for installation for Winter 2023. The installation, removals, maintenance, and storage of Winter lighting will need to be included in the 2024 and future year budgets.

Director Gibbons will act as a liaison in planning a kick-off meeting with the new sub-committee members and the Lighthouse Group to discuss options for this Winter.

6. Events Sub-Committee

The sub-committee shared that the Canada Day parade was very well attended by the public. The Coordinator will look to order more cupcakes in 2024 and work closely with

the Town to ensure another smooth event in upcoming years. The Sub-Committee will work to reach the public through more channels to promote the event in 2024.

8. Full-Time BIA Position Sub-Committee

None.

New Sub-Committees:

- 1. Budget & Administration Sub-Committee** - Sarah, Renee
- 2. Visuals & Digital Sub-Committee** - Kelly, Shawn, Andrea (public member)
- 3. Beautification & Lighting Sub-Committee** - Lesley, Sarah, Renee
- 4. Events & Cultural Tourism Sub-Committee** - Renee, Kelly, Shawn

C.4 Council Update – Councillor Shawn McKinlay

The Community Improvement Plan initiative has moved through Council and the Town received numerous applications from the community. Roughly \$150,000 was awarded to businesses. Council will be on break for a month beginning July 12, 2023, with the next formal Council Meeting is on August 28, 2023.

D. Correspondence

None.

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

August 2, 2023 – BIA Board Meeting
Town Hall, Council Chambers (in-person)

G. Adjournment

THAT this meeting does now adjourn at 9:40 am to meet again on August 2, 2023, at 8:00 a.m. in Council Chambers, Town Hall or at the call of the Chair.

Moved: Councillor McKinlay Seconded: Lesley Fisher

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

The motion is Carried (5 to 0, 1 absent)